Why migrating to SIP is easier and more cost-effective than you might think

A recent study reported that the number of SIP/VoIP users in North America will grow from 39 million in 2018 to 62 million by 2021.[1] Yet many organizations are falling behind the curve due to outdated and incorrect perceptions of migration practices.

But why? Is it too much to ask, in the midst of a flourishing technological landscape, that your communications move beyond unwieldy TDM-based telephony? Without a doubt, the answer to this question should be a resounding no. So why are organizations mired in this antiquated technology?

One of the most common myths surrounding SIP is the notion that insurmountable obstacles lie between our legacy infrastructures and a modern, IP-enabled communications solution. It's time to bust these myths and discover what's possible.

Let's separate fact from fiction

Fiction	My legacy infrastructure, such as our TDM–based telephony, is an obstacle to updated technologies.
Fact	Native Primary Rate Interface (PRI) handoffs at the core network allow for simplified migration to IP-enabled services.
Fiction	Migration is a one-way path with no point of return, which could leave my organization stranded with a solution that doesn't fit.
Fact	A properly managed migration plan with backwards compatibility will allow you to move incrementally and at your own pace.
Fiction	Transitioning to IP-enabled services represents an enormous leap for our organization —it's easier to put communications updates on hold.
Fact	Setting the foundation for your IP-enabled services can be easy and cost-efficient. Failing to adapt now will only make the gap larger.

[1]Frost and Sullivan Forecast, Growth Opportunities in the North American VoIP Access and SIP Trunking Services Market, March 2018.

LUMEN℠

Selecting a provider

With these myths officially busted, the pressure is on. In response to your organization's increasingly complex IT challenges and shrinking budgets, you likely have a tall order of communication needs to meet. Selecting a service provider that meets your needs can be daunting Many providers suffer from a lack of flexibility among their offerings, while others fail to bundle necessary services at a reasonable price.

For a long-term solution that fits your situation and can scale with your business, you should be on the lookout for a service provider that can offer highly reliable and featurerich SIP trunking services.

What to look for:

- Comprehensive and streamlined migration plan

- Enterprise-grade voice service

- Out-of-the-box enterprise business continuity and disaster recovery (BCDR)

- Unified Communications and Collaboration

To learn more about Lumen℠ Enterprise Voice solutions, visit lumen.com/business/voice

877-453-8353 | lumen.com

LUMEN℠